Personal Traits Influencing Consumer Behavior in Online Retailing
(Frauke Kühn)

Language/ Sprache: English/ German

Previous research already identified the importance of touching a product for consumers during a product purchase process (Grohmann, Spangenberg, & Sprott, 2007; Peck & Wiggins, 2006). Further, consumers differ in their need for haptic information. So called high need for touch (NFT) consumers need the haptic information for their confidence in judgement and product evaluation (Nuszbaum, Voss, Klauer, & Betsch, 2010; Peck & Childers, 2003). This is even more important when it comes to the online retailing process where haptic input is not given.

The present research focus on other personal traits which might influence consumer perceived quality towards an online offered product as well as their willingness to purchase and buy these products (Imschloss & Kuehnl, 2017; Krishna & Morrin, 2008). Beside the NFT Scale (Peck & Childers, 2003), the student could focus on the Sensation Seeking Scale (Beauducel, Strobel, & Brocke, 2003), the Experiential Buying Tendency Scale (Howell, Pchelin, & Iyer, 2012), and the Confusion Proneness Scale (Walsh, Hennig-Thurau, & Mitchell, 2007).

References


